

CASE NUMBER: 15SN0646

APPLICANT: Bon Secours Richmond Health System



**STAFF'S ANALYSIS
AND
RECOMMENDATION**

Planning Commission (CPC)

Public Hearing Date:

JUNE 16, 2015

CPC Time Remaining:

100 DAYS

Applicant's Agent:

JAMES W. THEOBALD

(804-771-9513)

Applicant's Contact:

CABELL MOORE ACKERLY

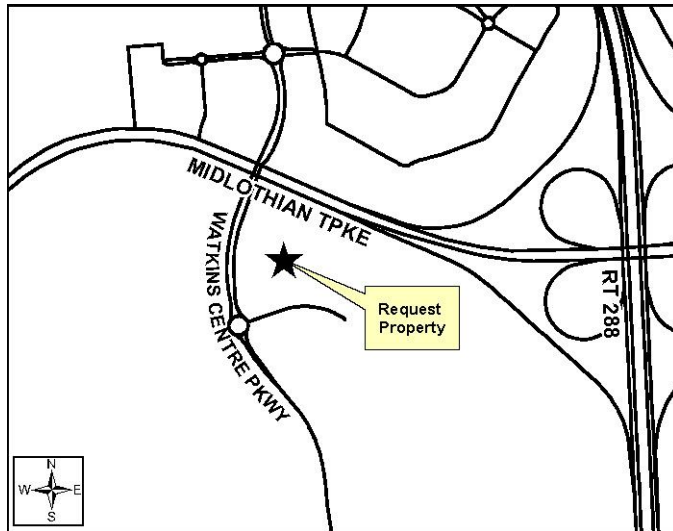
(804-287-7374)

Planning Department Case Manager:

RYAN RAMSEY (804-768-7592)

CHESTERFIELD COUNTY, VIRGINIA

Magisterial District: **MIDLOTHIAN**



APPLICANT'S REQUEST

Amendment of conditional use planned development (Case 11SN0236) to permit an electronic message center sign in a General Industrial (I-2) District.

A computer-controlled, variable message, electronic sign, incorporated into an existing freestanding sign for the Bon Secours St. Francis Watkins Centre complex is proposed.

(NOTES: A. Conditions may be imposed or the property owner may proffer conditions.

B. Proffered conditions and Textual Statement are located in Attachments 1 and 2.)

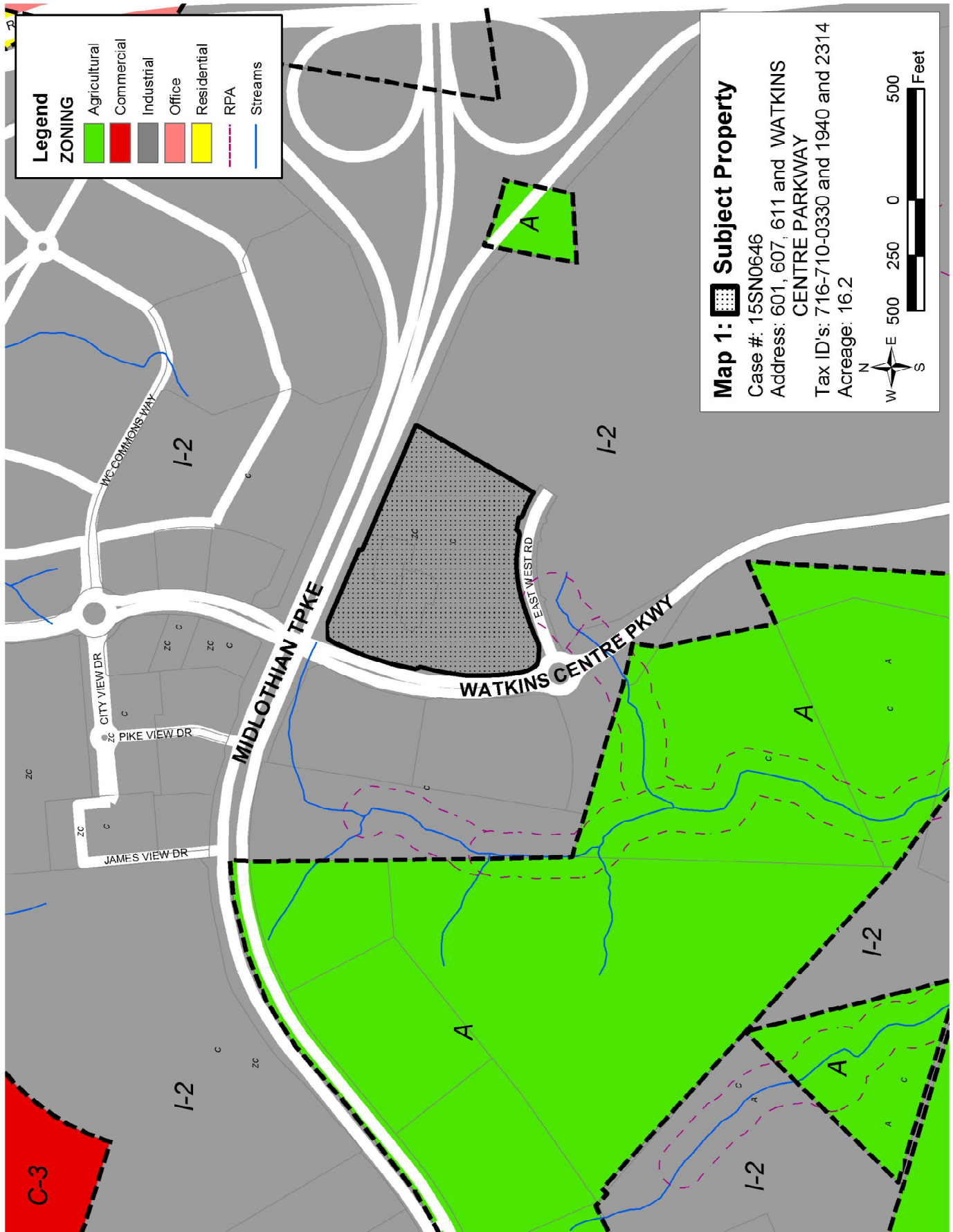
RECOMMENDATION

STAFF

RECOMMEND DENIAL

- Does not conform to the adopted Electronic Message Center (EMC) Policy

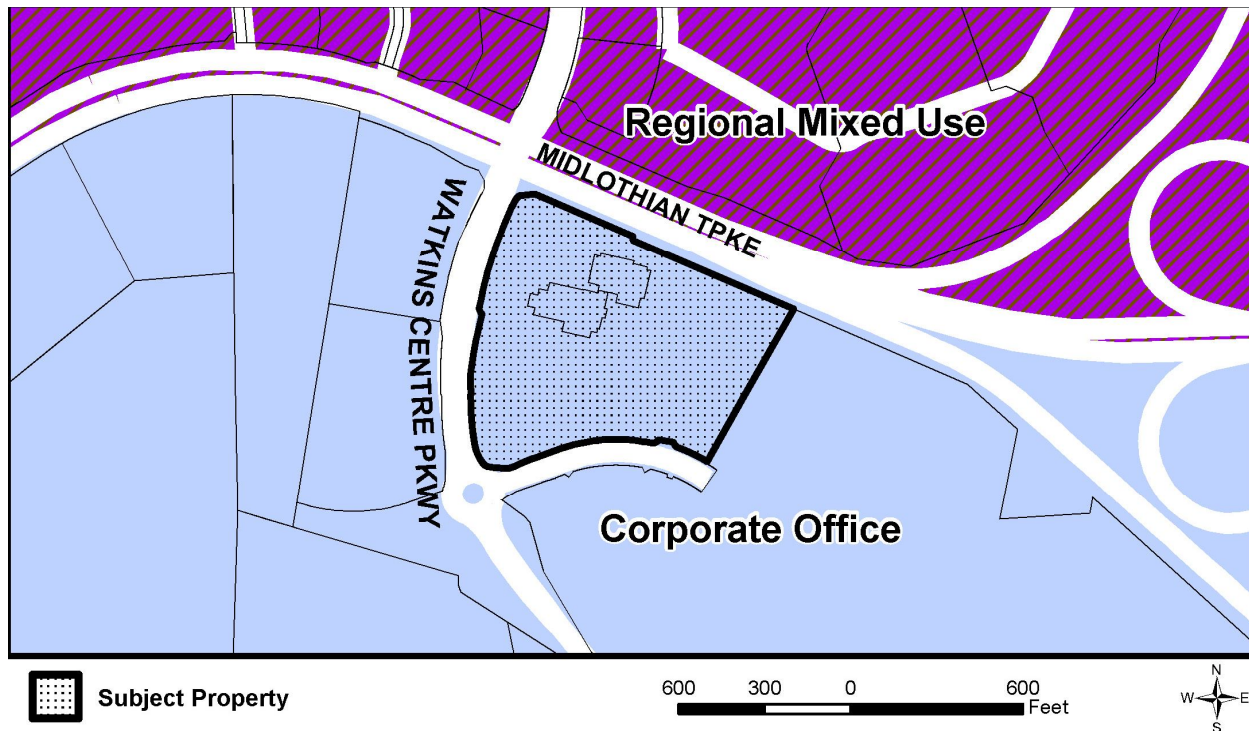
SUMMARY OF IDENTIFIED ISSUES	
Department	Issue
PLANNING	<ul style="list-style-type: none"> The proposed electronic message center sign (EMC) is approximately 335 feet from an approved EMC sign for The Shoppes at Westchester shopping center Does not meet the minimum spacing requirement of 1,000 feet between EMC signs
FIRE	-
CDOT	-
VDOT	-
UTILITIES	-
ENVIRONMENTAL ENGINEERING	-



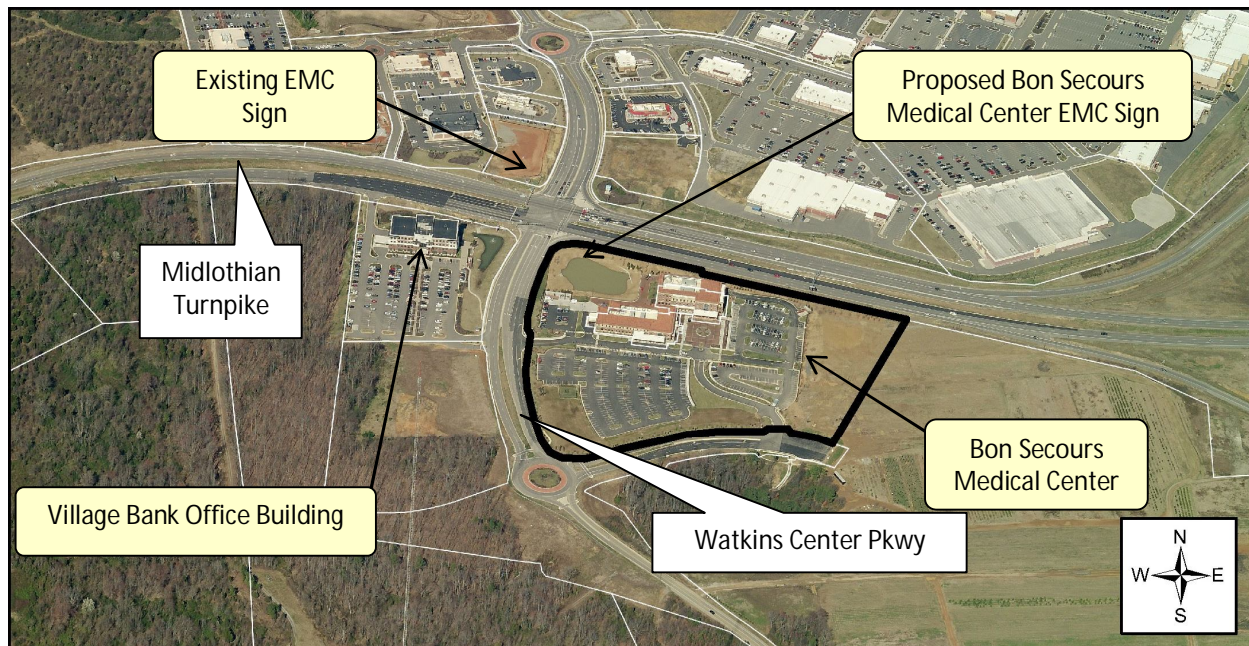
Map 2: Comprehensive Plan

Classification: **CORPORATE OFFICE / RESEARCH & DEVELOPMENT / LIGHT INDUSTRIAL**

The designation suggests the property is appropriate for corporate office, research, laboratories, and light manufacturing and assembly uses that are generally dependent upon raw materials first processed elsewhere. Typical uses could include corporate headquarter offices and various types of laboratories; warehousing; and optical goods, cosmetic, jewelry, musical instruments and artist materials manufacturing.



Map 3: Surrounding Land Uses & Development



PLANNING

Staff Contact: Ryan Ramsey (804-768-7592) ramseyrp@chesterfield.gov

ZONING HISTORY

Case Number	BOS Action	Request
11SN0236	Approved (07/27/2011)	Conditional Use Planned Development to permit exceptions to ordinance requirements for signage <ul style="list-style-type: none">Main Campus Feature sign limited to 100 square feet in area and 20 feet in height <i>Attachment 3</i>

PROPOSAL

The applicant plans to modify an existing freestanding sign (Main Campus Feature freestanding sign) with an electronic message center (EMC) sign to identify the Bon Secours St. Francis Watkins Centre complex (Attachment 4, Page 14). The proposed freestanding sign would remain twenty (20) feet tall and under the permitted 100 square feet in area.

The following provides an overview of the proffered conditions offered by the applicant to mitigate the impact of the sign on area properties, as well as the size and location of the nearest EMC signs:

General Overview	
Requirements	Details
Copy Lines	Maximum of three (3) lines <i>Proffered Condition 2</i>
Frequency of Message Change	30 Second Minimum <i>Proffered Condition 2</i>
Sequential Messaging	Prohibited <i>Proffered Condition 2</i>
Flashing or Travelling Messages	Prohibited <i>Proffered Condition 2</i>
Bijou Lighting or Animation	Prohibited <i>Proffered Condition 2</i>
Sign Design	Architecturally designed sign that is compatible and complimentary to the building it serves <i>Proffered Condition 2</i>
Brightness	<ul style="list-style-type: none">Not exceed 0.3 foot candles above ambient light as measured at a distance of 100 feetRequire a photocell to adjust sign brightness, based on ambient light conditions <i>Proffered Condition 2</i>

Electronic Message Center (EMC) Policy Considerations	
Requirements	Details
EMC Size	Limited to 23 Square Feet <i>Textual Statement 1.A.1.</i>
Nearest Approved EMC Sign	The Shoppes at Westchester (335 feet to the northwest, Midlothian Turnpike and Watkins Center Parkway)

The applicant's request does not comply with the Electronic Message Center (EMC) Policy based upon the proposed electronic message center sign being located only 335 feet from the nearest electronic message center sign approved in 2010. This electronic message center sign will advertise a retail center located at the northwest quadrant of Midlothian Turnpike and Watkins Centre Parkway.

PUBLIC FACILITIES

FIRE SERVICE

Staff Contact: Anthony Batten (804-717-6167) BattenA@chesterfield.gov

Nearby Fire and Emergency Medical Service (EMS) Facilities

Fire Station	The Midlothian Fire Station, Company Number 5
EMS Facility	The Forest View Volunteer Rescue Squad

This request will have minimal impact on fire and EMS.

COUNTY DEPARTMENT OF TRANSPORTATION

Staff Contact: Jim Banks (804-748-1037) banksj@chesterfield.gov

The Comprehensive Plan, which includes the Thoroughfare Plan, identifies county-wide transportation needs that are expected to mitigate traffic impacts of future growth. The anticipated traffic impact of the proposal has been evaluated and it is anticipated to be minimal.

VIRGINIA DEPARTMENT OF TRANSPORTATION

Staff Contact: Brian Lokker (804-674-2384) brian.lokker@vdot.virginia.gov

VDOT Land Use Regulations

Traffic Impact Analysis (24VAC30-155)	-
Access Management (24VAC30-73)	-
Subdivision Street Acceptance (24VAC30-91/92)	-
Land Use Permit (24VAC30-151)	Advertising signage is not permitted in the state maintained right-of-way. Sign placement shall not obstruct the sight line of vehicles entering or exiting the medical facility. VDOT can assist with verifying sign placement prior to installation by contacting the permitting office at 804-674-2531.
Summary	-

WATER AND WASTEWATER SYSTEMS

Staff Contact: Jamie Bland (804-751-4439) blandj@chesterfield.gov

The proposal's impacts on the County's utility system are detailed in the chart below:

Water and Wastewater Systems			
	Currently Serviced?	Size of Existing Line	Connection Required by County Code?
Water	Yes	8"	Yes
Wastewater	Yes	8"	Yes

Additional Information:

The proposed request will not impact the public water and wastewater systems.

ENVIRONMENTAL

Drainage, Erosion and Water Quality

Staff Contact: Doug Pritchard (804-748-1028) pritchardd@chesterfield.gov

Environmental Engineering has no comment on this request.

CASE HISTORY	
Applicant Submittals	
4/6/15	Application, proffers and textual statement submitted
5/29/15	Revised proffers and textual statement were submitted
6/2/15	Revised proffers, textual statement and the sign elevation were submitted

PROFFERED CONDITIONS

The property owner and applicant in this case, pursuant to Section 15.2-2298 of the Code of Virginia (1950 as amended) and the Zoning Ordinance of Chesterfield County, for themselves and their successors or assigns, proffer that the property under consideration will be developed according to the following proffer if, and only if, the request submitted herewith is granted with only those conditions agreed to by the owner and applicant. In the event this request is denied or approved with conditions not agreed to by the owner and applicant, the proffer shall immediately be null and void and of no further force or effect.

1. Master Plan. The Textual Statement dated June 2, 2015 shall be the Master Plan. (P)
2. Electronic Sign. In addition to Ordinance requirements, any computer-controlled, variable message, electronic sign shall conform to the following standards:
 - a. Copy shall be limited to a maximum of three (3) lines and shall not move but may fade;
 - b. The message or display shall be programmed to change no more than once every thirty (30) seconds;
 - c. Sequential messaging shall be prohibited;
 - d. Flashing and traveling messages shall be prohibited;
 - e. Bijou lighting and animation effects shall be prohibited;
 - f. The electronic message center shall be incorporated into an architecturally designed sign structure that is compatible and complimentary to the building it serves; and
 - g. Brightness shall be limited so as not to exceed 0.3 foot candles above ambient light as measured using a foot candle meter at a distance of 100 feet. The computer-controlled, variable message, electronic sign shall have a photocell that automatically adjusts the brightness according to ambient light conditions.(P)

TEXTUAL STATEMENT

AMENDED AND RESTATED TEXTUAL STATEMENT

June 2, 2015

This is a request to amend CUPD 11SN0236 to permit an electronic message center to be incorporated into the freestanding identification sign (Route 60) for St. Francis Watkins Centre, and amend the Main Monument Sign (MCF) for a new elevation for the Main Monument Sign (MCF) on Tax IDs 716-710-2314-00001, 716-710-0330-00001, 716-710-0330-0002 and 716-710-1940 (the "Property").

1. The following signs shall be permitted in addition to those signs permitted by the Zoning Ordinance. The location of these signs shall be as generally depicted on the plan entitled "SLP Sign Location Plan" prepared by FMG Design Inc. dated August 7, 2014 (and further described in the "Bon Secours St. Francis Watkins Centre Signage & Wayfinding Analysis" dated March 30, 2015):
 - A. Two (2) project identification signs:
 1. One (1) Main Monument Sign (MCF) not to exceed one hundred (100) square feet in area and twenty feet (20') in height which may include an electronic message center not to exceed twenty-three (23) square feet in area.
 2. One (1) Ceremonial Entrance Feature (CEF) not to exceed 100 square feet in area and nine feet four inches (9'4") in height.

(Note: These signs are in addition to the two (2) permitted project identification signs depicted on the plan and analysis as "Campus Identification Pylon" (CIP))
 - B. Six (6) Onsite Directory Signs (SVD), each of which shall be limited to fifteen (15) square feet in area and twelve (12) feet in height provided such signs are located internal to the project, not along the public roads and not legible outside of the project.
2. The final sign design, colors and materials shall be substantially consistent with the elevations in the package dated July 5, 2011, entitled "St. Francis Watkins Centre Midlothian, Virginia Environmental Graphics Program" and prepared by FMG Design Inc.

APPLICANT'S SIGNAGE AND WAYFINDING ANALYSIS

Bon Secours St. Francis Watkins Centre March 30, 2015

Signage & Wayfinding Analysis



SIGN TYPE	CODE ALLOWABLE			PROPOSED			DIFFERENCE		
	Qty	Height	Size (SF)	Qty	Height	Size (SF)	Qty	Height	Size (SF)
Freestanding Signs									
CIP - Campus Identification Pylons	2	15'	50	2	15'	50	0	0	0
MCF - Main Monument Sign	0	0	0	1	20'	100	1	20'	100
CEF - Ceremonial Entrance Feature	0	0	0	1	9' 4"	98	1	9' 4"	98
SVD - Onsite Directory Signs	2	8'	20	6	11' 6"	15	4	3' 6"	-5

wayfinding chart

REVISED SIGN PACKAGE AND ELEVATIONS

St. Francis Watkins Centre
 FMG
 DES
 IGN
 environmental graphics program
 FOR VARIANCE - Construction Intent Drawings
 FMG 78872.00
 06 JULY 2011

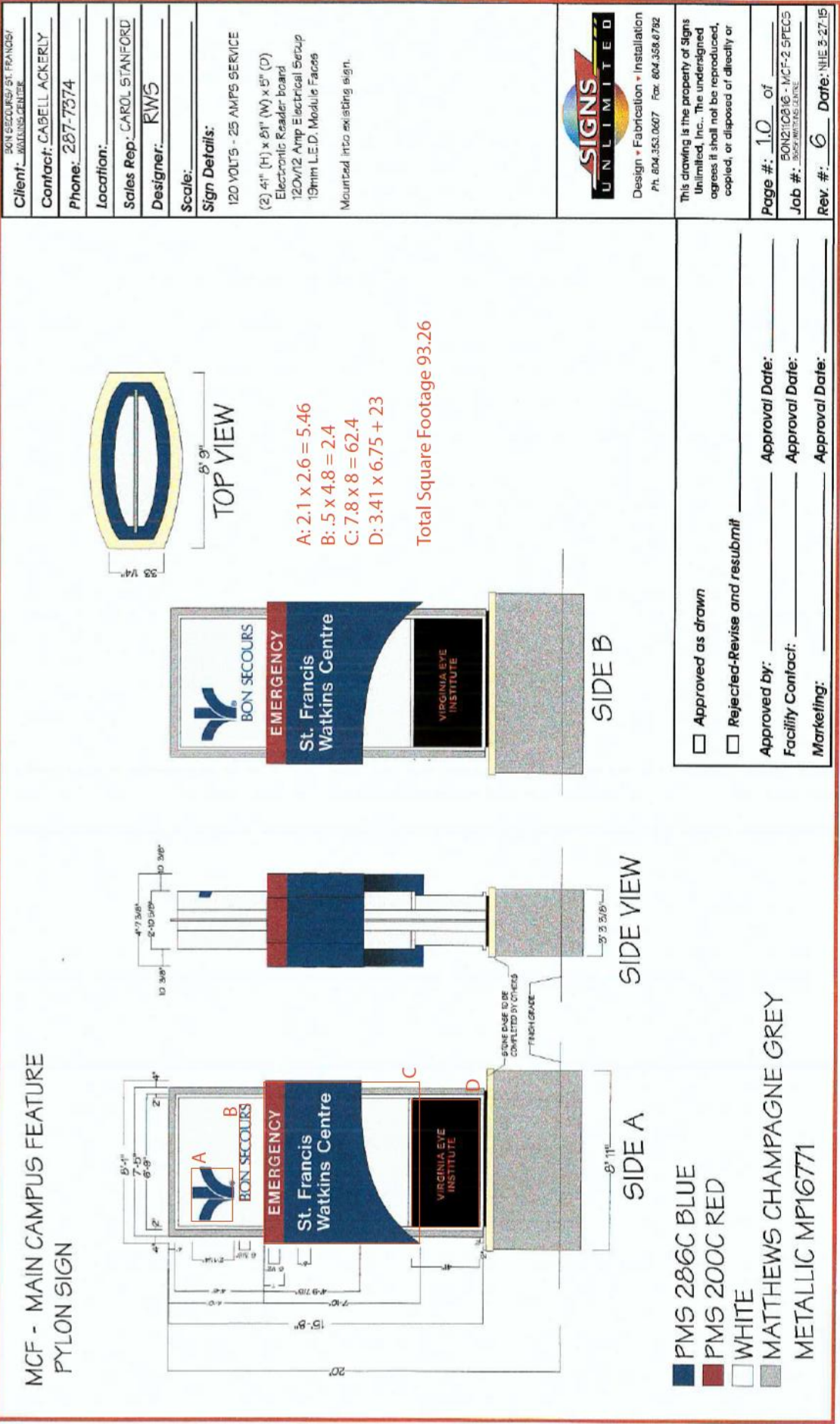


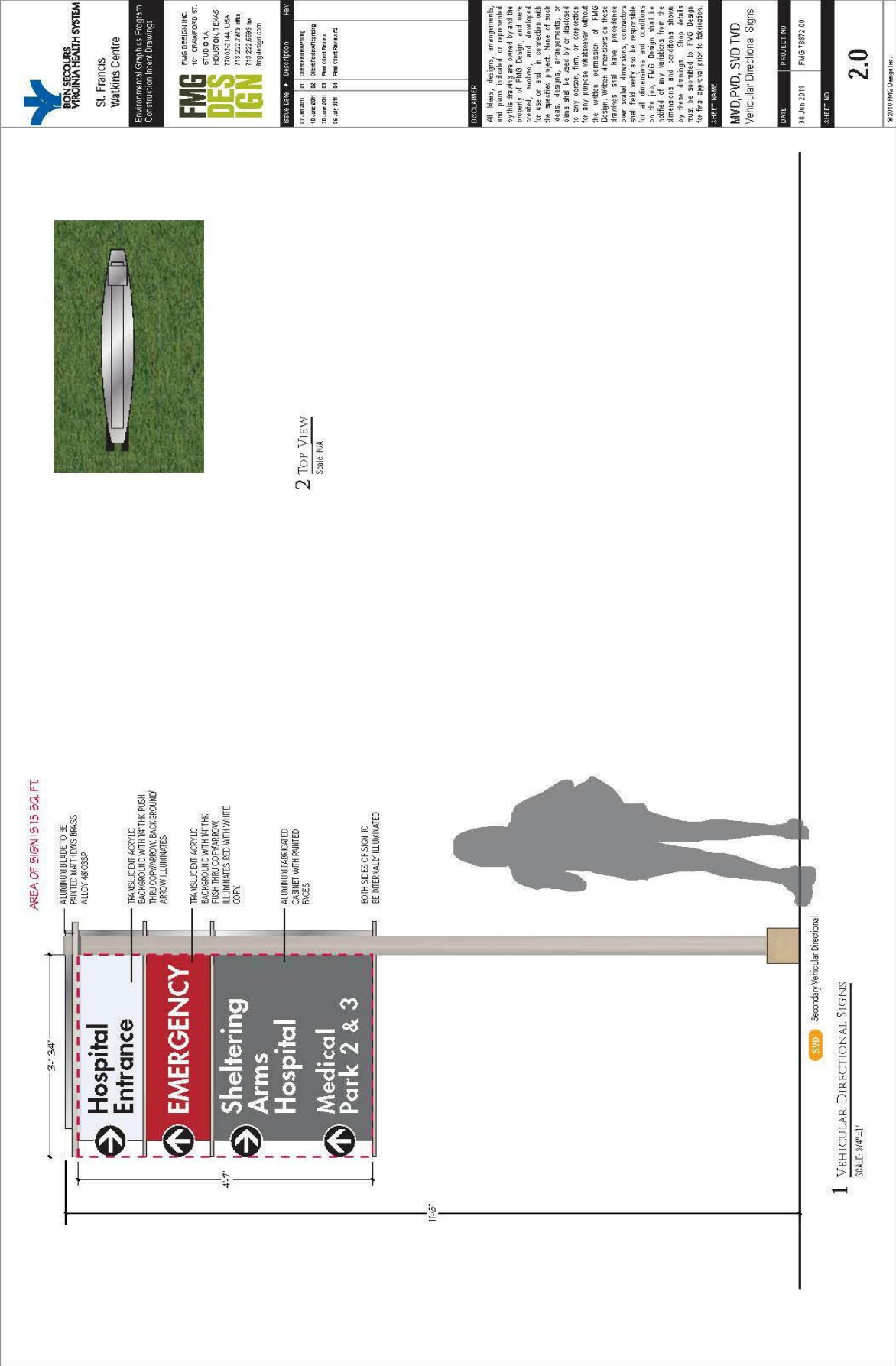
St. Francis Watkins Centre | environmental graphics program



BON SECOURS VIRGINIA HEALTH SYSTEM

Good Help to Those in Need®





Issue Date	Description	Rev
01 Jun 2011	Client Review/Riding	01
06 Jun 2011	Client Review/Splicing	02
20 Jun 2011	Final Client Review	03
01 July 2011	Final Client Review/Rebuild	04

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SHIELD WHITE

CEF
Ceremonial Entrance
Feature

DATE	PROJECT NO
30 Jun 2011	FM3 78872.00
SHEET NO	

4.0

◆ 2010 FMG Design Inc.



2. PLAN VIEW
SCALE: N/A

(20d.5 - c confirmed 1 fed)

OVERALL AREA OF SIGN IS 26 SQ. FT.



1 CEREMONIAL ENTRANCE FEATURE

SCALE: 3/16" = 1' - 0"



REVEAL TO BE BRUSHED ALUMINUM US #4 FINISH.
FABRICATOR REQUIRED TO GET PERMIT
AND SIGN ALLOWANCE

1 CAMPUS IDENTIFICATION PYLON

SCALE: 1/2" = 1'-0" CIP



APPROVED PROFFERED CONDITIONS (11SN0236)**11SN0236**

In Midlothian Magisterial District, BON SECOURS RICHMOND HEALTH SYSTEM requests conditional use planned development approval and amendment of zoning district map to permit exceptions to Ordinance requirements relative to signs in a General Industrial (I-2) District on 16.4 acres located in the southeast corner Midlothian Turnpike and Watkins Centre Parkway. Density will be controlled by zoning conditions or Ordinance standards. The Comprehensive Plan suggests the property is appropriate for regional employment center use. Tax IDs 715-710-8053 and 9433 and 716-710-2626.

Ms. Jane Peterson presented a summary of Case 11SN0236 and stated the Planning Commission unanimously recommended approval of the request, noting that the additional signage improves campus identification and facilitates access. She further stated staff recommends approval, with the exception of the one proposed sign at Watkins Center Parkway and the East/West Road intersection, given that the three identification signs, one at each corridor, would provide, in staff's opinion, adequate identification.

Mr. Jim Theobald, representing the applicant, stated Bon Secours hired a way-finding consultant to assist with efficiency in finding destinations on the campus. He provided details of the traffic pattern in the vicinity of the subject property and stated the proposed signs are very important and conform with both the retail center across the street, Watkins Centre Parkway and Village Bank signage. He stated the only sign with which staff suggested any issues is the one at the intersection of Watkins Center Parkway and the East/West Road. He stated the applicant has worked with staff and Senator Watkins, who is present, to provide the signage in a tasteful way, while assisting the public. He noted that he has spoken with Mr. Tom Winfree at Village Bank, who endorses the request.

Mr. Warren called for public comment.

Ms. Andrea Epps stated the applicant has gone above and beyond with the way-finding analysis, indicating that this may be a good tool for use in future signage requests.

Mr. Daren Gardner stated the proposed signage is appropriate for the acreage that this project encompasses.

11-415

07/27/11

There being no one else to speak to the request, the public hearing was closed.

Mr. Warren recognized Senator Watkins and expressed appreciation for his attendance.

Mr. Gecker stated this much acreage cannot be rezoned and a business park built without providing appropriate interior circulation direction.

Mr. Gecker then made a motion, seconded by Ms. Jaeckle, for the Board to approve Case 11SN0236 and accept the following proffered condition:

The property owner and applicant in this case, pursuant to Section 15.2-2298 of the Code of Virginia (1950 as amended) and the Zoning Ordinance of Chesterfield County, for themselves and their successors or assigns, proffer that the property under consideration will be developed according to the following proffer if, and only if, the request submitted herewith is granted with only those conditions agreed to by the owner and applicant. In the event this request is denied or approved with conditions not agreed to by the owner and applicant, the proffer shall immediately be null and void and of no further force or effect.

1. Master Plan. The Textual Statement dated July 1, 2011 shall be the Master Plan. (P)

Ayes: Warren, Jaeckle, Holland, Durfee and Gecker.
Nays: None.

APPROVED TEXTUAL STATEMENT (11SN0236)

TEXTUAL STATEMENT

July 1, 2011

This is a request to permit exceptions to ordinance requirements for signage on approximately 16.4 acres of land (Tax IDs 716-710-2626, 715-710-8053 and 715-710-9433) (the "Property").

1. The following signs shall be permitted in addition to those signs permitted by the Zoning Ordinance. The location of these signs shall be as generally depicted on the plan entitled "SLP Sign Location Plan" prepared by FMG Design Inc. dated May 13, 2011 and further described in the "Bon Secours St. Francis Watkins Centre Signage & Wayfinding Analysis" dated June 30, 2011:

A. Two (2) project identification signs:

1. One (1) Main Monument Sign (MCF) not to exceed 100 square feet in area and twenty (20) feet in height.
2. One (1) Ceremonial Entrance Feature (CEF) not to exceed 100 square feet in area and 9'4" in height.

(Note: These signs are in addition to the two (2) permitted project identification signs depicted on the plan and analysis as "Campus Identification Pylon" (CIP))

B. Six (6) Onsite Directory Signs (SVD), each of which shall be limited to fifteen (15) square feet in area and twelve (12) feet in height provided such signs are located internal to the project, not along the public roads and not legible outside of the project.

2. The final sign design, colors and materials shall be substantially consistent with the elevations dated June 30, 2011 and July 5, 2011, titled "St. Francis Watkins Centre Midlothian, Virginia Environmental Graphics Program" and prepared by FMG Design Inc.

BON SECOURS – RICHMOND HEALTH SYSTEM,
a Virginia non-stock corporation

By: _____
James W. Theobald, Attorney-in-Fact
Date: July 1, 2011

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